

07-11-02



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Art Unit 2152

Examiner Not Yet Received

In Re: Subhash Sankuratripati et al.  
Case: P3956  
Serial No.: 09/827,011  
Filed: 04/04/2001  
Subject: Target Information Generation and Ad Server

To: The Commissioner of Patents and Trademarks  
Washington, D.C. 20231

Dear Sir,

**Information Disclosure Statement Under 37 C.F.R. 1.97**

Enclosed herewith is an Information Disclosure Statement (IDS) by Applicant listing six references received from the international search report (copy enclosed) in case PCT/US02/08496, mailed June 21, 2002. Applicant desires that the reference be entered in the above referenced case as relevance dictates.

Statement under 1.97(e)

Each item of information contained in this IDS was cited in a communication from a foreign patent office in a counterpart foreign patent application not more than three months prior to the filing of such IDS. There are no listed references which are not in the English language.

In accordance with rule 1.97(c)(1), no additional fee is required. Please charge any deficiency to Deposit Account No. 50-0534.

Respectfully submitted,

Subhash Sankuratripati et al.

by

Donald R. Boys

Reg. No. 35,074

Donald R. Boys  
Central Coast Patent Agency, Inc.  
P.O. Box 187  
Aromas, CA 95004  
(831) 726-1457



RECEIVED  
JUL 16 2002  
Technology Center 2100

RECEIVED

JUL 16 2002

Technology Center 2100

PTO/SB/08A (10-01)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitution for form 1449A/PTO <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				<b>Completion if Known</b>	
Application Number				09/827,011	
Filing Date				04/04/2001	
First Named Inventor				Subhash Sankuratripati	
Art Unit				2152	
Examiner Name				Not Yet Received	
Attorney Docket Number				P3956	

U.S. PATENT DOCUMENTS					
Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number- Kind Code <sup>2</sup> (if known)			
		US- 6138155	10-24-2000	Davis et al.	Abstract, Figs. 3-5
		US- "	"	"	Col. 14, lines 26-67
		US- "	"	"	Col. 15, lines 1-10
		US- 6134532	10-17-2000	Lazarus et al.	Abstract, Figs. 1, 2, 2A
		US- "	"	"	Tables 1 and 2
		US- "	"	"	Col. 2, line 53 thru Col. 5, line 57
		US- "	"	"	Col. 7, line 1 thru Col. 8, line 17
		US- "	"	"	Col. ?, line 48-67
		US- "	"	"	Col. 16, lines 35-56
		US- "	"	"	Col. 17, lines 3-39
		US- "	"	"	Col. 20, lines 1-67
		US- 5854897	12-29-1998	Radzewicz et al.	Abstract, All Figs.
		US- "	"	"	Col. 2, lines 13-67
		US- "	"	"	Col. 5 line 8 thru Col. 6, line 65
		US- "	"	"	Col. 7, line 12-Col 8, line 67
		US- "	"	"	Col. 9, lines 14-54
		US- "	"	"	Col. 10, lines 9-67
		US- 5933811	08-03-1999	Angles et al.	All Figs.
		US- "	"	"	Col. 2, line 45 thru Col. 4, line 47
		US- "	"	"	Col. 7, line 44 thru Col. 8, line 67

[illegible]

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

**Burden Hour Statement:** This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO:** Assistant Commissioner for Patents, Washington, DC 20231.

RECEIVED

JUL 16 2002

Technology Center 2100

PTO/SB/08A (10-01)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449, 12/01

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 2 of 2

**Complete if Known**

Application Number	09/827,011
Filing Date	04/04/2001
First Named Inventor	Subhash Sankuratirpati
Art Unit	2152
Examiner Name	Not Yet Received
Attorney Docket Number	P3956

**U.S. PATENT DOCUMENTS**

Examiner Initials <sup>*</sup>	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code <sup>2</sup> (if known)			
		US- 5933811	08-03-1999	Angles et al.	Col. 9, line 65 thru Col. 10, line 67
		US- 6119098	09-12-2000	Guyot et al.	Abstract, Fig. 1
		US- "	"	"	Col. 1, line 55 thru Col. 2, line 45
		US- "	"	"	Col. 3, line 12 thru Col. 4 line 67
		US- 5740549	04-14-1998	Reilly et al.	Abstract, Fig. 1
		US- "	"	"	Col. 2, line 62 thru Col. 3, line 23
		US- "	"	"	Col. 3, line 65 thru Col 9, line 34
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			
		US-			

**FOREIGN PATENT DOCUMENTS**

Examiner Initials <sup>*</sup>	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> - Number <sup>4</sup> - Kind Code <sup>5</sup> (if known)				

Examiner  
SignatureDate  
Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.



## Certificate of Express Mailing

"Express Mail" Mailing Label Number: EV139610898 US

Date of Deposit: 07/09/2002

Ref: Case Docket No.: P3956

First Named Inventor: Subhash Sankuratipati

Serial Number: 09/827,011

Filing Date: 04/04/2001

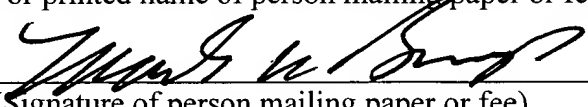
Title of Case: Target Information Generation and Ad Server

I hereby certify that the attached papers are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 on the date indicated above and addressed to the Commissioner of Patents and Trademarks, Washington D.C. 20231

1. Information Disclosure Statement.
2. Cover Letter for Information Disclosure Statement.
3. Copies of six publications cited in the IDS.
4. Copy of an international search report in case PCT/US02/08496.
5. Certificate of express mailing.
6. Postcard listing contents.

Mark A. Boys

(Typed or printed name of person mailing paper or fee)

  
(Signature of person mailing paper or fee)